

**Amendment and Response**

Applicant: George B. Hobbs

Serial No.: 09/734,290

Filed: December 11, 2000

Docket No.: 10003973-1

Title: PRINT PROCESSING SYSTEM AND METHOD WITH INTERFACE ADVERTISING**REMARKS**

The following remarks are made in response to the Non-Final Office Action mailed March 10, 2004, in which claims 1-37 were rejected. With this Amendment, claims 35-37 have been cancelled without prejudice, claims 1, 11, 21, 27, and 29 have been amended to clarify Applicant's invention, and new claims 38-40 have been added. Claims 1-34 and 38-40, therefore, are presented for reconsideration and allowance.

**Claim Rejections under 35 U.S.C. § 103**

Claims 1-37 are rejected under 35 U.S.C. §103(a) as being obvious over Motamed et al. U.S. Patent No. 6,519,053.

With this Amendment, claims 35-37 have been cancelled without prejudice. The rejection of claims 35-37, therefore, is rendered moot.

With this Amendment, independent claims 1 and 11 have been amended to clarify that presenting the advertisement to the customer includes displaying the advertisement for the customer. In addition, independent claim 21 has been amended to clarify that the system includes a customer interface configured to communicate with the print processing system controller to transmit the job ticket for the print job to the print processing system controller, wherein the print processing system controller is adapted to present the advertisement to the customer via the customer interface and the customer interface is configured to display the advertisement for the customer.

With respect to the Motamed et al. patent, this patent does not teach or suggest a method of processing a print job of a customer and directing advertising to the customer, as claimed in amended independent claim 1 nor amended independent claim 11, including displaying the advertisement for the customer. In addition, the Motamed et al. patent does not teach or suggest a system for processing a print job of a customer and directing advertising to the customer, as claimed in amended independent claim 21, including a customer interface configured to communicate with a print processing system controller to transmit a job ticket for the print job to the print processing system controller, wherein the print processing system controller is adapted to present the advertisement to the customer via the customer interface and the customer interface is configured to display the advertisement for the customer.

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In view of the above, Applicant submits that independent claims 1, 11, and 21 are each patentably distinct from the Motamed et al. patent and, therefore, in a condition for allowance. Furthermore, as dependent claims 2-10 further define patentably distinct claim 1, dependent claims 12-20 further define patentably distinct claim 11, and dependent claims 22-34 further define patentably distinct claim 21, Applicant submits that dependent claims 2-10, 12-20, and 22-34 are also in a condition for allowance. Applicant, therefore, respectfully requests that the rejection of claims 1-37 under 35 U.S.C. 103(a) be reconsidered and withdrawn and that claims 1-34 be allowed.

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**CONCLUSION**

In view of the above, Applicant respectfully submits that pending claims 1-34 and 38-40 are all in a condition for allowance and requests reconsideration of the application and allowance of all pending claims.

Any inquiry regarding this Amendment and Response should be directed to either James R. McDaniel at Telephone No. (208) 396-4095, Facsimile No. (208) 396-3958 or Scott A. Lund at Telephone No. (612) 573-2006, Facsimile No. (612) 573-2005. In addition, all correspondence should continue to be directed to the following address:

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Respectfully submitted,

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**CERTIFICATE UNDER 37 C.F.R. 1.8:** The undersigned hereby certifies that this paper or papers, as described herein, are being facsimile transmitted to the United States Patent and Trademark Office, Fax No. (703) 872-9306 on this 10<sup>th</sup> day of June, 2004.

By   
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Name: Scott A. Lund